

### **REMARKS**

Claims 1, 3, 5, 7, and 9-11 are presently pending. Claims 1, 3, 5, 7, and 9 were rejected. Claims 10 and 11 are allowable. Assignee appreciates Examiner's indication of allowable subject matter.

Claim 1 was rejected under 35 U.S.C. § 103(a) as being obvious by Yoshioka, Inoue, in view of Uchida. Claim 1 is amended to recite, among other limitations "continuously writing a block of decoded luminance pixels to a first portion of the memory; continuously writing a first block of decoded chrominance pixels to a second portion of the memory; continuously writing a second block of decoded chrominance pixels to a third portion of the memory; and the first portion storing the block of decoded luminance pixels, second portion storing the first block of decoded chrominance pixels, and third portion storing the second block of decoded chrominance pixels, being contiguous and wherein each block comprises at least 8x8 pixels in a frame".

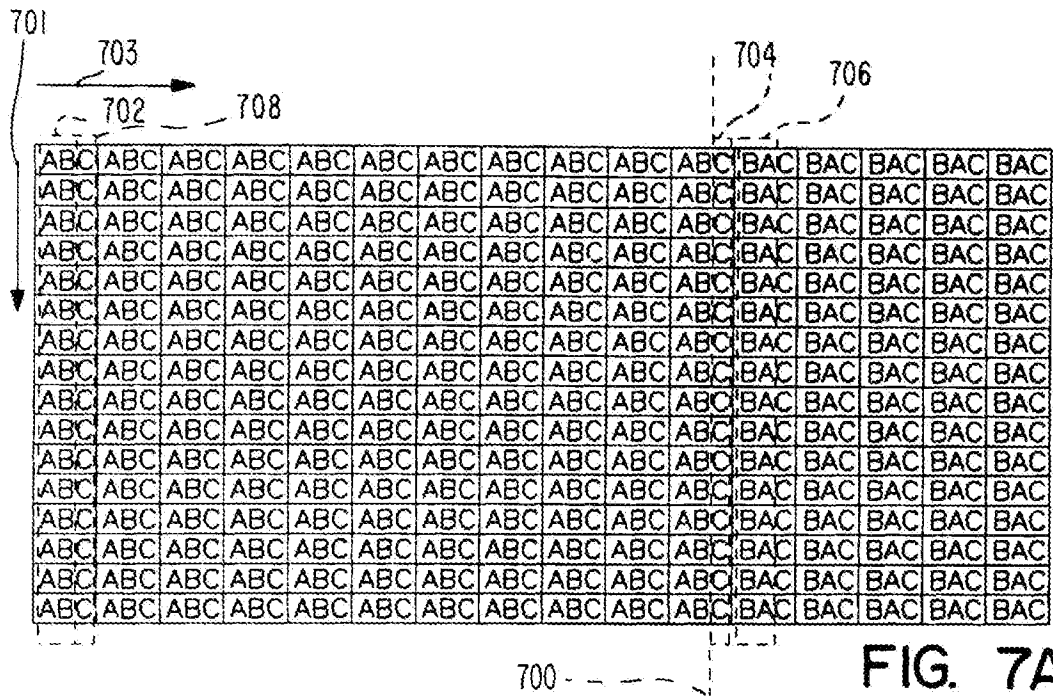
Examiner has indicated that Yoshioka is silent in regards to explicit of, 'writing a matrix of luminance pixels to a first portion of the memory; writing a first matrix of chrominance pixels to a second portion of the memory, writing a second matrix of chrominance pixels to a third portion of the memory, and the first portion second portion, and third portion being contiguous." Office Action at 3.

Assignee respectfully submits that Inoue does not teach "the first portion, second portion, and third portion being contiguous and wherein each block comprises at least 8x8 pixels in a frame".

However, Examiner has indicated that Inoue teaches the foregoing at col. 11, lines 39-47 and Figure 1C. With regards to col. 11, lines 39-47 that describes Figures 7, it is noted that in Figure 7, Y pixels are interleaved with UV pixels.

It is noted that Figure 1C does not show writing a matrix to memory. "Fig. 1C (prior art) is a *data stream* diagram which illustrates a sequence in which decoded image data is provided in by an MPEG decoder". Assignee respectfully submits that merely because the blocks are continuous in the data stream does not mean that they are stored continuously in the memory. Indeed, it is entirely possible to provide data that is stored in non-contiguous memory in a contiguous bitstream. Furthermore, Inoue does not teach storing the decoded image data in the sequence presented in Figure 1C.

Finally, Examiner argues that "Inoue in (col. 10 lines 61 - col. 11, line 10) teaches storing/writing data continuously in the memory". Col. 10, Line 61 - col. 11, line 10 describe Inoue, Figure 7A. Figure 7A is a data structure "describing how image data is mapped onto the memory rows", Col. 3, Lines 49-53, and is copied below:



Each line represents a row of memory. Col. 10, lines Each letter (A,B,C) represents 8-bytes data in a memory structure. The Y data is to the left of line 700 while chrominance Cr/Cb data is on the right. Col. 10, lines 18-24; Col. 10, Lines 59-61.

Note that each memory structure A, B, and C would store sixteen pixels of a luminance block, followed by eight pixels of chrominance data, in repetition. See, Figure 8. Moreover, the sixteen luma pixels would represent two sets of 8 pixels that are non-contiguous. Thus, Inoue does not teach continuously storing any more than eight contiguous pixels consecutively.

Thus, Assignee respectfully submits that Inoue does not teach continuously writing blocks/matrix as recited in claims 1, 3, 5, and 7.

Accordingly, withdrawal of the rejections to claims 1, 3, 5, 7, and 9 is respectfully requested.

**CONCLUSION**

For at least the foregoing reasons, Assignee respectfully submits that each of the pending claims are allowable and Examiner is respectfully requested to pass this case to issuance. The Commissioner is hereby authorized to charge additional fees or credit overpayments to the deposit account of McAndrews, Held & Malloy, Account No. 13-0017.

Dated: June 1, 2010

Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'Mirut Dalal', is written over a horizontal line.

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